

<input type="checkbox"/>	UNCLASSIFIED	<input checked="" type="checkbox"/>	CONFIDENTIAL	<input type="checkbox"/>	SECRET
CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP					
TO	NAME AND ADDRESS		DATE	INITIALS	
1	Deputy Director for Support 7D18 Headquarters				
2					
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<input type="checkbox"/> ACTION		<input type="checkbox"/> DIRECT REPLY	<input type="checkbox"/> PREPARE REPLY		
<input type="checkbox"/> APPROVAL		<input type="checkbox"/> DISPATCH	<input type="checkbox"/> RECOMMENDATION		
<input type="checkbox"/> COMMENT		<input type="checkbox"/> FILE	<input type="checkbox"/> RETURN		
<input type="checkbox"/> CONCURRENCE		<input type="checkbox"/> INFORMATION	<input type="checkbox"/> SIGNATURE		
Remarks: Mr. concurred in this memorandum in draft. His comment: "Believe this is fine."					
FOLD HERE TO RETURN TO SENDER					
FROM: NAME, ADDRESS AND PHONE NO.				DATE	
Director of Personnel 5E56 Hq. 				3 FEB 1964	
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Approved For Release 2002/08/15 : CIA-RDP84-00780R000600110014-1

DDS 64-0909
13 FEB 1964

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Recruitment Advertising

REFERENCE : Memo for D/Pers fr ExOff/DDS dtd 3 Feb 64 (DDS 64-0673),
same subject, w/att.

1. As requested in reference, this memorandum comments on the use of Agency-identified advertising in the recruitment of scientific and technical personnel.

2. For many years, we have made use of recruitment advertising in newspapers, technical periodicals, house organs, and, in some instances, military reserve bulletins. Such advertising has been done in the name of the "United States Government." By November 1962, however, the Agency's increased personnel requirements brought about the need to intensify our advertising for scientists, engineers, photo interpreters, analysts, etc. In order to stimulate responses to broad advertisements, we requested, and were granted, approval to indicate the Agency's sponsorship of advertisements in which entire job categories could be identified--chemists, physicists, engineers, etc.--without disclosing the Agency's specific application of the skills in question. Advertisements for specific requirements, such as astrophysicist, sonar specialist, radio operator, and the like, have continued to be published without any identification of Agency sponsorship in order not to attract attention to such specialized requirements. (It was by application of this rule that the Chief, Personnel Recruitment Division declined to authorize publication of the DD/S&T advertisement mentioned in reference.) Similarly, advertisements for scientists to fill sensitive requirements, such as those in have not been Agency-identified.

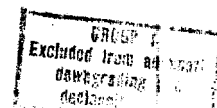
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3. We do not have precise statistics covering the responses to advertisements in scientific and professional journals or the number of appointments made as a result of applications obtained. However, our experience generally has been most successful. We have received inquiries from exceptionally well-qualified people--often among those employed at salary levels well beyond our reach. We cannot explain the adverse reaction of Mr. Helms' friends to such advertisements. Announcement of openings in professional journals is an accepted, and professionally acceptable, means of making these openings known to the people most likely to be interested in them. In our view, this is a direct recruitment technique. Another is to attend scientific conventions and seek out people who might be interested in a job change and attracted to our service. We do this. Another is to follow up leads identified through specialists affiliated with us. We do this also. Our problem is not one of being able to attract these people to CIA but of letting them know that CIA might have a place for them.

4. In summary, the use of Agency-identified advertisements in technical and professional journals has been most productive as one means of attracting well-qualified specialists for overt employment. In the professional circles concerned, it does not reflect adversely on the Agency's ability to attract

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SUBJECT: Recruitment Advertising

"top-flight" personnel. We would urge that the practice previously approved which permits Agency-identified advertisements in broad categories to fill overt requirements be continued. In recognition of security and cover factors, however, the restrictions now applicable to the use of such advertisements to fill sensitive assignments or to obtain personnel who would be appointed under a cover mechanism should be continued. Specifically, it is recommended that proposed advertisements in these categories be published under "U.S. Government" sponsorship and that any which delineate the detailed nature and scope of the interests and activities of the Agency be approved by the Director of Security.

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Emmett D. Echols
Director of Personnel

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DD/S 64-0673

3 FEB 1964

MEMORANDUM FOR: Director of Personnel

SUBJECT : Recruitment Advertising

1. Several days ago I forwarded to the Director of Security a request from DD/S&T that certain advertisements for scientific personnel be inserted under the CIA banner in scientific journals. This request was addressed to the Assistant to the Director and had previously been declined by Mr. [] for lack of authority. We asked the Director of Security for his recommendation.

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2. Attached is an Eyes Only memorandum dated 25 January to the Acting Director from DD/P transmitting a copy of an article from the 18 January edition of The Economist which among other things comments on CIA's recruitment and advertising. General Carter has asked for Colonel White's comments on the DD/P memorandum.

3. Will you please coordinate this with the Director of Security and submit your views on recruitment advertising under the Agency's banner for scientific and technical personnel. I have discussed this with Mr. [] who is holding the DD/S&T memorandum referred to above for consideration and reply along with the DD/P memorandum attached.

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[]
Executive Officer to the
Deputy Director for Support

Att: Memo dtd 25 Jan 64 to A-DCI fm
DD/P, same subj (Eyes Only)